

CLAIMS

1 1. A computer-implemented method of customizing the context of advertisements for  
2 communication to users on the Internet comprising:  
3       developing a profile for a given user, the profile including at least archetype  
4       identification information for the given user;  
5       obtaining an advertisement to be displayed for the given user from an advertisement  
6       database;  
7       altering a context of the advertisement based on the archetype identification  
8       information in the profile of the given user; and  
9       communicating the altered advertisement to the given user.

1 2. The method of claim 1 wherein the profile further includes preference information for the  
2 given user and wherein the step of obtaining the information content is accomplished based at least  
3 in part upon the preference information.

1 3. The method of claim 2 wherein the archetype identification information in the profile is  
2 developed based on an analysis of a context of interactions of the given user with a website on  
3 which the advertisement is to be displayed.

1 4. The method of claim 3 wherein the context of interactions of the given user includes timing  
2 of responses, patterns of access and response parametrics about how the given user has interacted  
3 with the website that is separate from information the given user has supplied to or requested from  
4 the website.

1 5. The method of claim 1 wherein the method is performed by a first server on the Internet and  
2 the advertisement database is maintained on a second host on the Internet and wherein the step of  
3 obtaining the advertisement is accomplished by requesting the advertisement from the second  
4 server.

1 6. The method of claim 5 wherein the archetype identification information in the profile is  
2 developed based on an analysis of a context of interactions of the given user with the first server.

1 7. The method of claim 6 wherein the context of interactions of the given user includes timing  
2 of responses, patterns of access and response parametrics about how the given user has interacted  
3 with the first server that is separate from information the given user has supplied to or requested  
4 from the first server.

1 8. The method of claim 1 wherein the context of the advertisement that is altered is selected  
2 from the set consisting of color, texture, font, background, voice, pacing, or any combination  
3 thereof.

TOP SECRET